

# An Empirical Study of Utilization of Digital Marketing during the COVID-19 Era



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*The Covid-19 pandemic resulted in important developments, particularly in marketing that influenced the use of social media and digital technology in this age of the internet. Digital marketing can have to be claimed to have had a significant part in increasing corporate efficiency, effectiveness, two-way communications with clients, and spreading awareness and information, but on the other side, it also helped to public fear. This article aims to determine the prospects and effects of digital marketing during the pandemic period and develop the concept of digital marketing.*

**Keywords-** Digital Marketing, social media, COVID-19, Effectiveness, Awareness

## 1. Introduction

One form of marketing that is widely used to market services or goods and communicates with customers through digital means is digital marketing. Digital marketing includes outlets that do not use online in addition to online marketing. It covers mobile devices (including SMS and MMS), social media marketing, display advertising, search engine marketing, and many other types of digital media. Consumers have access to information through digital media at any time and from any location. Because of the availability of digital media, customers may now follow what the media, friends, associations, peers, and other parties are saying about a brand in addition to what the firm itself says about it. In addition to what the firm itself says about a brand, clients may now pay attention to what the news, friends, organizations, colleagues, and other entities are saying about it. The term "digital marketing" refers to a broad range of ad campaigns used to reach out to customers online. In addition to utilizing the Internet as the main promotional medium, mobile devices, traditional TV and radio, and other outlets, digital marketing encompasses a broad range of service, product, and brand marketing strategies. Customers may share their digital images with pals online with the aid of Canon iMage Gateway. Lancôme, a company owned by L'Oréal, utilises email newsletters to stay in touch with clients and aims to increase their brand loyalty (Merisavo et al., 2004). Publishers of magazines may encourage and push their readers to the Internet using to increase the rate of re-subscription, send and emails and SMS messages via the Internet.

Marketing professionals are pushing companies closer to people's everyday lives. It is becoming progressively more essential how consumers' roles as due to co are shifting (Pralhad and Ramaswamy, 2004). As according to Khan and Mahapatra (2009), technology is vital to improving the grade of services provided by business units. Electronic marketing (EM), according to Hoge (1993), is the transfer of goods or services from a supplier to a consumer using one or more electronic methods or media. Telegraphs were used in e-marketing in the nineteenth century. Electronic media have taken over as the primary marketing force with the development and widespread use of the telephone, radio, television, and later cable television. McDonald's uses the internet to strengthen relationships and brand messages. To always keep consumers near to themselves, they have created online communities for kids, such as the Happy Meal website (Rowley 2004). According to research by Reinartz and Kumar from 2003, a company's mailing efforts are positively correlated with its long-term profitability. The main benefits of social media marketing are cost savings and increased reach. In general, the cost of a social media platform is less than the cost of other marketing platforms like in-person sales or sales aided by intermediaries or distributors. Additionally, social media marketing enables businesses to connect with clients that would otherwise be inaccessible owing to the spatial and temporal constraints of current distribution methods. Generally speaking, social media's key benefit is that it allows businesses to expand their reach and cut costs (Watson et al. 2002; Sheth & Sharma 2005).

## 2. Literature Review

Internet marketing is defined as follows: "Achieving marketing objectives through the use of digital technologies" (Chaffey et al., 2009). Utilizing technology to support marketing efforts that aim to better understand customers by meeting their requirements is known as digital marketing (Chaffey, 2013). Companies in industrialized nations have grasped the value of digital marketing. For businesses to succeed, they will need to combine traditional and internet ways to match customer wants more precisely. For businesses to succeed, online advertising is a potent marketing tool for creating brands and boosting visitors (Song, 2001).

Additionally, it is so strong that it has the potential to greatly improve government efficiency and assist the economy in recovery (Munshi, 2012). A remarkable example from social media with the help of Facebook, companies can now engage with millions of individuals about their goods and services, expanding their marketing prospects. This is only viable if the managers are completely aware of how to use communication tactics to engage the clients and improve their experience (Mangold, 2009). In a company's marketing communication plan, it is critical to use strategic integration techniques (Rohm & Hanna, 2011). With the help of the reviews mentioned above, we can conclude that the GST is a tax reform that will alter the national landscape and provide support for this review research. For items where buyers can read reviews and provide comments about personal experiences, blogs have effectively had an impact on growing sales income. Online reviews have been shown to be a tremendously effective marketing tool for organizations. A comprehensive marketing strategy (Zhang, 2013).

Traditional communication techniques are less effective than online service tools (Helm, Möller, Mauroner, Conrad, 2013). Research has demonstrated that users who adopt social media see increases in their self-esteem and satisfaction, which is a motivating indicator for businesses and marketing professionals. The Internet is the most effective tool for businesses (Yannopoulos, 2011). The Internet is transforming the brand, price, distribution, and promotion, therefore marketing managers who fail to include its value in their firm's marketing plan will be at a disadvantage strategy.

To make the new digital work culture successful and as productive as working in a physical office, the firm is experimenting with decentralised decision-making and new tools. Electronic commerce is a subcategory of internet marketing. The influence of COVID-19 on customer and market behaviour is one of the repercussions that are crucial for company continuity, even though firms must execute this transition as efficiently and promptly as feasible. Recently, management experts and academics conducted research in response to COVID-19, mostly concentrating on the workplace's digital transformation (Kim, 2020).

Numerous definitions of digital marketing have been established as a result of extensive research on internet marketing. "The use of digital technology to develop integrated, targeted, and measurable communications that assist to attract and keep consumers while creating deeper relationships with them," according to the Digital Marketing Institute (DMI) (Royle & Laing, 2014). Digital marketing has emerged as a brand-new phenomenon that combines broad dissemination and adjustability to reach marketing objectives. Technology convergence and the proliferation of devices have changed the way we think about online marketing and pushed the envelope in the direction of new ideas for digital marketing that are more interactive, pervasive, and user-centred. Organizations have a lot of potential as a result of the growth of digital marketing tactics. Businesses have the potential to increase their economic value through engagement with stakeholders, consumers, and workers thanks to digital marketing (Purkayastha & Sharma, 2016).

Business people have opportunities to evaluate data and use the information to increase their productivity thanks to technological advancements. Business people's practical application of various online tools creates new opportunities. The Internet is a trusted source by consumers before buying products and services (Gaikwad & Kate, 2016). A new way of transaction has been created thanks to technology advancements, which affect many elements of company and market activity. called "e-commerce" (electronic commerce). For both businesses and individuals, the Internet offers several benefits and attractions. The Internet, which supports e-commerce (also known as electronic commerce), is the newest electronic medium and is expanding quickly. The practice of using the Internet to promote and sell products or services is known as internet marketing. Internet marketing makes use of the potential of digital trade to advertise and sell goods. Any market over the internet is referred to as electronic commerce. Electronic commerce enables online purchasing, selling, and exchanging of goods and services.

### Objective of the Study

This study's goal is to analyse how digital marketing was adapted and utilized during covid-19.

### 3. Research Methodology

One of the best and most efficient approaches a researcher should use while conducting a research process study is the research methodology. It critically evaluates a study's overall validity and reliability including the process of analysing information about a topic. We conducted a factor analysis by collecting 150 samples all around Kolkata city, with the use of an organized questionnaire and interactive communication with the consumer, the data was collected from people of different age groups, gender, occupation, and income. Each parameter study for the survey was calculated using a five-point scale (from 1-strongly disagree to 5-strongly agree).

### Finding & Analysis

Table 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	314.518
	df	120
	Sig.	.000

Kaiser-Meyer-Olkin (KMO) measures of selecting capability (which ranges from 0-1), the numbers which are close to 1 are observed to be finer, although 0.5 is measured to be the least necessity. The table above shows (Table 1), the KMO value is

0.813, which is more than 0.5 and therefore, factor analysis can be processed further. Likewise, Bartlett's Test of Sphericity shows how strongly the variables are related to one another. The significance of Bartlett's Test of Sphericity may be observed in the table, where the significant value is less than 0.05. (0.000). When both tests are considered, they offer the minimal requirements that must be met before doing a factor analysis.

Table 2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.844	30.276	30.276	4.844	30.276	30.276
2	1.405	8.779	39.056	1.405	8.779	39.056
3	1.271	7.942	46.997	1.271	7.942	46.997
4	1.102	6.888	53.885	1.102	6.888	53.885
5	.995	6.216	60.101			
6	.934	5.838	65.940			
7	.844	5.277	71.217			
8	.784	4.898	76.114			
9	.696	4.350	80.464			
10	.635	3.969	84.433			
11	.555	3.468	87.900			
12	.475	2.972	90.872			
13	.418	2.612	93.484			
14	.383	2.395	95.879			
15	.359	2.243	98.122			
16	.300	1.878	100.000			

Total Variance Explained table (Table 2), each factor expresses a proper value, termed an eigenvalue, under the heading 'Total' of 'Initial Eigenvalues'. Framework with an eigenvalue of more than one is measured for further study as they only signify actual value.

The observation states that Factor 1 (**Internet Marketing**) consists of a variation of 4.844 which is 30.276% of the total variance (Table 2), likewise, Factor 2 (**Hi-tech usage**) consists of a variance of 1.405 which is 8.779% of the total variance, Factor 3 (**Quick Response**) consists for a variation of 1.271 that is 7.942% of the total variation, Factor 4 (**Productiveness**) consists for a variation of 1.102 that is 6.888% of the total variation and as a result, the first four factors account for 53.885% of the total.

Table 3 Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
V19	.809			
V10	.678			
V2	.603			
V6	.538			
V1		.744		
V5		.737		
V14		.656		
V11		.497		
V13			.784	
V8			.662	
V4			.610	.406
V12			.595	
V15			.460	
V17				.717
V16	.404			.598
V20				.470

**H0:** B1 = 0

The null hypothesis indicates that there is no direct relationship between the Consumer's satisfaction and the factors, "Internet Marketing", "Hi-tech usage", "Quick Response" and "Productiveness".

**H1:** B1 ≠ 0

The alternative hypothesis indicates that there is a relationship, positive or negative, among the Consumer's satisfaction and the factors, "Internet Marketing", "Hi-tech usage", "Quick Response" and "Productiveness".

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.749	.735	.630

Model Summary expresses to what extent a regression model fits the data. In a model summary Ror, multiple correlation coefficients measure the quality of prediction of the dependent variable. In the above Table, R-square (Table 4) value is 0.749 which indicates 38.8% of the total variation in the dependent variable, overall Consumer brain can be explained by the independent variables, “Internet Marketing”, “Hi-tech usage”, “Quick Response” and “Productiveness”.

Table 5 ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.428	4	21.607	54.472	.000 <sup>b</sup>
	Residual	28.956	73	.397		
	Total	115.385	77			

ANOVA table (Table 5), we can see that the regression model predicts the dependent variable significantly well and its value is statistically significant as the p-value is less than 0.05 (that is 0.000). Thus, H1 is rejected, whereas H0 is accepted.

Table 6 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.538	.071		49.619	.000
Hi-tech usage	.202	.072	.165	2.812	.004
Productiveness	.314	.072	.257	4.380	.000
Internet Marketing	.960	.072	.784	13.377	.000
Quick Responses	-.247	.072	-.202	-3.442	.001

Consumers satisfaction = 3.538 + 0.960 \* Internet Marketing + 0.314\* Productiveness +0.202\* Hi-tech Usage +(-0.247) \* Quick Responses

The impact on consumer’s satisfaction is found to be high towards **Internet Marketing** and **Productiveness** followed by others with significant influence towards Consumer’s satisfaction

#### 4. Conclusion

This research was conducted to scrutinize the impact of Digital marketing in “Achieving marketing objectives through the use of digital technologies”. The advancement in technologies fosters multifaceted opportunities and at the same time, it poses unprecedented challenges for marketers. The right knowledge of digital marketing improves satisfaction to meet the consumer’s requirements through technologies. For marketing business must be able to readily upgrade with upcoming technology advancements to run in pace with the other marketing business. Digital marketing allows consumers to tailor their shopping experiences and additionally consumers have the potential to collect all the data with one click away. In the digital era, consumers expect knowledge that gives potential solutions to their product-related problems. The strong visibility of the organisation or the brands provides knowledge about the brands through digital marketing. With the help of the reviews mentioned above, we can conclude that the GST is a tax reform that will alter the national landscape and provide support for this review research. Business people have opportunities to evaluate data and use the information to increase their productivity thanks to technological advancements. The advancement in technologies fosters multifaceted opportunities and at the same time, it poses unprecedented challenges for marketers.

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